

AMENDMENTS**In the Claims**

Claim 72 was previously canceled.

Please cancel claims 1-13 and 79-81 without prejudice.

Please amend claims 14, 29, 42-45, 47, 50-65, and 67 as shown herein.

Claims 14-71 and 73-78 are pending and are listed following:

1-13. (canceled)

14. (currently amended) A system, comprising:

a tracking device configured to receive a request for data from a requesting device and redirect the request for the data to a data provider, the request including tracking information relating to the request for the data;

a database configured to maintain the tracking information and associate the tracking information with the requesting device; and

a server device configured to receive the redirected request for the data from the tracking device, and provide the data to the requesting device; and

the tracking device being further configured to redirect the request for the data to the server device before recording the tracking information in an event that the request for the data would be delayed for tracking device processing.

15. (previously presented) A system as recited in claim 14, wherein

the request further includes a data provider designation that designates the server device.

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2 **16. (previously presented)** A system as recited in claim 14, wherein
3 the server device includes the tracking device.

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5 **17. (original)** A system as recited in claim 14, wherein the database
6 is further configured to associate the tracking information with a user of the
7 requesting device.

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9 **18. (previously presented)** A system as recited in claim 14, wherein
10 the request designates the server device as a provider of the data, and wherein the
11 tracking information includes a designation of the tracking device, such that the
12 request is first communicated to the tracking device based upon the designation.

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14 **19. (previously presented)** A system as recited in claim 14, wherein
15 the tracking information identifies the server device as the data provider.

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17 **20. (original)** A system as recited in claim 14, wherein the tracking
18 information identifies the requesting device as a destination of the data.

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20 **21. (original)** A system as recited in claim 14, wherein the tracking
21 information identifies the data.

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23 **22. (original)** A system as recited in claim 14, wherein the tracking
24 information is a uniform resource locator.

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2 **23. (previously presented)** A system as recited in claim 14, wherein
3 the tracking information is included as part of a uniform resource locator that
4 designates the tracking device to first receive the request for data, identifies the
5 server device as the data provider, identifies the requesting device as a destination
6 of the data, and identifies the data.

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8 **24. (original)** A system as recited in claim 14, wherein the request
9 for data is generated from a selectable data link within rendered content at the
10 requesting device, and wherein the tracking information identifies the selectable
11 data link and the rendered content that includes the selectable data link.

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13 **25. (original)** A system as recited in claim 14, wherein the request
14 for data is generated from a selectable data link within rendered content at the
15 requesting device, and wherein the tracking information identifies the selectable
16 data link and a location of the selectable data link within the rendered content.

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18 **26. (original)** A system as recited in claim 14, wherein the request
19 for data is generated from a selectable data link within rendered content at the
20 requesting device, and wherein the tracking information identifies the selectable
21 data link, the rendered content that includes the selectable data link, and a location
22 of the selectable data link within the rendered content.

1 27. (previously presented) A system as recited in claim 14, wherein:

2 the request for data is generated from a selectable data link within rendered
3 content at the requesting device; and

4 the tracking information is included as part of a uniform resource locator
5 that designates the tracking device to first receive the request for data, and further
6 identifies the data, the server device as the data provider, the requesting device as
7 a destination of the data, the selectable data link, the rendered content that includes
8 the selectable data link, and a location of the selectable data link within the
9 rendered content.

10 28. (original) A computing device comprising the system as recited
11 in claim 14.

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1 **29. (currently amended)** A system, comprising:

2 a tracking component configured to receive a request for content from a
3 requesting device, the request for content including request-tracking information
4 relating to the request for content;

5 a content provider configured to receive the request for content from the
6 tracking component, and provide the content to the requesting device, the content
7 including content-tracking information relating to providing the content;

8 the tracking component further configured to:

9 redirect the request for content to the content provider before
10 recording the request-tracking information in an event that the request for
11 content would be delayed for tracking component processing;

12 receive the content-tracking information from the requesting device
13 when the content is provided to the requesting device;

14 maintain the request-tracking information and the content-tracking
15 information; and

16 associate the request-tracking information and the content-tracking
17 information with the requesting device.

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19 **30. (previously presented)** A system as recited in claim 29, wherein
20 the content provider includes the tracking component.

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22 **31. (original)** A system as recited in claim 29, wherein the tracking
23 component is further configured to associate the request-tracking information and
24 the content-tracking information with a user of the requesting device.

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2 **32. (original)** A system as recited in claim 29, wherein the tracking
3 component receives the content-tracking information from the requesting device
4 after the content is rendered at the requesting device.

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6 **33. (original)** A system as recited in claim 29, wherein a requesting
7 device identifier is included as part of the content-tracking information when the
8 content is provided to the requesting device.

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10 **34. (original)** A system as recited in claim 29, wherein the
11 content-tracking information is included as part of a uniform resource locator that
12 designates the tracking component, identifies the content provider, identifies the
13 requesting device, and identifies the content.

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15 **35. (original)** A system as recited in claim 29, wherein the request
16 designates the content provider as a provider of the content, and wherein the
17 request-tracking information includes a designation of the tracking component,
18 such that the request is first communicated to the tracking component based upon
19 the designation.

1 **36. (original)** A system as recited in claim 29, wherein the
2 request-tracking information is included as part of a uniform resource locator that
3 designates the tracking component to first receive the request for content,
4 identifies the content provider, identifies the requesting device, and identifies the
5 content.

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7 **37. (original)** A system as recited in claim 29, wherein the request
8 for content is generated from a selectable data link within rendered content at the
9 requesting device, and wherein the request-tracking information identifies the
10 selectable data link and the rendered content that includes the selectable data link.

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12 **38. (original)** A system as recited in claim 29, wherein the request
13 for content is generated from a selectable data link within rendered content at the
14 requesting device, and wherein the request-tracking information identifies the
15 selectable data link and a location of the selectable data link within the rendered
16 content.

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18 **39. (original)** A system as recited in claim 29, wherein the request
19 for content is generated from a selectable data link within rendered content at the
20 requesting device, and wherein the request-tracking information identifies the
21 selectable data link, the rendered content that includes the selectable data link, and
22 a location of the selectable data link within the rendered content.

- 1 **40. (original)** A system as recited in claim 29, wherein:
- 2 the request for content is generated from a selectable data link within
- 3 rendered content at the requesting device; and
- 4 the request-tracking information is included as part of a uniform resource
- 5 locator that designates the tracking component to first receive the request for
- 6 content, and further identifies the content, the content provider, the requesting
- 7 device, the selectable data link, the rendered content that includes the selectable
- 8 data link, and a location of the selectable data link within the rendered content.
- 9
- 10 **41. (original)** A computing device comprising the system as recited
- 11 in claim 29.

1 **42. (currently amended)** A computing device, comprising:

2 an application component configured to:

3 receive a request for content from a requesting device, the request
4 including request-tracking information;

5 communicate the request for content to a content provider before the
6 application component records the request-tracking information in an event
7 that the request for content would be delayed for application component
8 processing, where the content provider that provides the content to
9 a destination the requesting device, the content including content-tracking
10 information;

11 receive the content-tracking information from the destination
12 requesting device when the content is provided to the destination requesting
13 device; and

14 a database configured to maintain the request-tracking information and the
15 content-tracking information, and further configured to associate the
16 request-tracking information and the content-tracking information with the
17 destination requesting device.

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19 **43. (currently amended)** A computing device as recited in
20 claim 42, wherein the database is further configured to associate the
21 request-tracking information and the content-tracking information with a user of
22 the destination requesting device.

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1 44. (currently amended) A computing device as recited in
2 claim 42, wherein the application component receives the content-tracking
3 information from the destination requesting device after the content is rendered at
4 the destination requesting device.

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6 45. (currently amended) A computing device as recited in
7 claim 42, wherein a destination requesting device identifier is included as part of
8 the content-tracking information when the content is provided to the destination
9 requesting device.

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11 46. (original) A computing device as recited in claim 42, wherein the
12 content-tracking information is a uniform resource locator.

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14 47. (currently amended) A computing device as recited in
15 claim 42, wherein the content-tracking information is included as part of a uniform
16 resource locator that designates the computing device, identifies the content
17 provider, identifies the destination requesting device, and identifies the content.

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19 48. (original) A computing device as recited in claim 42, wherein the
20 request designates the content provider as a provider of the content, and wherein
21 the request-tracking information includes a designation of the computing device,
22 such that the request is first communicated to the computing device based upon
23 the designation.

1 **49. (original)** A computing device as recited in claim 42, wherein the
2 request-tracking information is a uniform resource locator.

3
4 **50. (currently amended)** A computing device as recited in
5 claim 42, wherein the request-tracking information is included as part of a uniform
6 resource locator that designates the computing device to first receive the request
7 for content, and identifies the content provider, the destination requesting device,
8 and the content.

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10 **51. (currently amended)** A computing device as recited in
11 claim 42, wherein the request for content is generated from a selectable control
12 within a Web page at the destination requesting device, and wherein the
13 request-tracking information identifies the selectable control and the Web page
14 that includes the selectable control.

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16 **52. (currently amended)** A computing device as recited in
17 claim 42, wherein the request for content is generated from a selectable control
18 within a Web page at the destination requesting device, and wherein the
19 request-tracking information identifies the selectable control, the Web page that
20 includes the selectable control, and a location of the selectable control within the
21 Web page.

1 **53. (currently amended)** A computing device as recited in
2 claim 42, wherein the request for content is generated from a selectable control
3 within a user interface of an application component at the destination requesting
4 device, and wherein the request-tracking information identifies the selectable
5 control and the application component that includes the selectable control.

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7 **54. (currently amended)** A computing device as recited in
8 claim 42, wherein the request for content is generated from a selectable control
9 within a user interface of an application component at the destination requesting
10 device, and wherein the request-tracking information identifies the selectable
11 control, the application component that includes the selectable control, and a
12 location of the selectable control within the user interface.

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1 **55. (currently amended)** A method, comprising:
2 receiving a request for content from a destination requesting device, the
3 request including request-tracking information relating to the request for content;
4 redirecting the request for content to a content provider that provides the
5 content to a destination the requesting device, the content including
6 content-tracking information relating to providing the content, said redirecting the
7 request for content to the content provider before recording the request-tracking
8 information in an event that the request for content would be delayed for the
9 recording;

10 receiving the content-tracking information from the destination requesting
11 device; and

12 storing the request-tracking information and the content-tracking
13 information.

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15 **56. (currently amended)** A method as recited in claim 55, further
16 comprising associating the request-tracking information and the content-tracking
17 information with the destination requesting device.

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19 **57. (currently amended)** A method as recited in claim 55, further
20 comprising associating the request-tracking information and the content-tracking
21 information with a user of the destination requesting device.

1 **58. (currently amended)** A method as recited in claim 55, wherein
2 the content-tracking information is received after the content has been provided to
3 the destination requesting device.

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5 **59. (currently amended)** A method as recited in claim 55, wherein
6 the content-tracking information is received after the content has been rendered at
7 the destination requesting device.

8
9 **60. (currently amended)** A method as recited in claim 55, wherein
10 said storing comprises storing a content provider identifier that identifies the
11 content provider, a destination requesting device identifier that identifies the
12 destination requesting device, and a content identifier that identifies the content.

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14 **61. (currently amended)** A method as recited in claim 55, wherein
15 said storing comprises storing a content provider identifier that identifies the
16 content provider, a destination requesting device identifier that identifies the
17 destination requesting device, a content identifier that identifies the content, and a
18 user identifier that identifies a user of the destination requesting device.

1 62. (currently amended) A method as recited in claim 55, further
2 comprising determining from the request-tracking information, a selectable control
3 identifier that identifies a selectable control and a rendered content identifier that
4 identifies rendered content, wherein the request for content is generated from the
5 selectable control within the rendered content at the destination requesting device.

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7 63. (currently amended) A method as recited in claim 55, further
8 comprising determining from the request-tracking information, a selectable control
9 identifier that identifies a selectable control, a rendered content identifier that
10 identifies rendered content, and a location identifier that identifies a location,
11 wherein the request for content is generated from the selectable control at the
12 identified location within the rendered content at the destination requesting device.

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14 64. (currently amended) A method as recited in claim 55, further
15 comprising determining from the request-tracking information, a data link
16 identifier that identifies a data link, a Web page identifier that identifies a Web
17 page, and a location identifier that identifies a location, wherein the request for
18 content is generated from the data link at the identified location within the Web
19 page at the destination requesting device.

1 **65. (currently amended)** A method as recited in claim 55, further
2 comprising determining from the request-tracking information, a selectable control
3 identifier that identifies a selectable control, an application component identifier
4 that identifies an application component, and a location identifier that identifies a
5 location, wherein the request for content is generated from the selectable control at
6 the identified location within a user interface for the application component at the
7 destination requesting device.

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9 **66. (original)** One or more computer-readable media comprising
10 computer-executable instructions that, when executed, direct a computing system
11 to perform the method of claim 55.

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1 **67. (currently amended)** One or more computer-readable media
2 comprising computer-executable instructions that, when executed, direct a
3 computing system to perform a method comprising:

4 receiving a request for data from a requesting device, the request including
5 request-tracking information;

6 storing the request-tracking information to associate the request-tracking
7 information with the requesting device;

8 redirecting the request for the data to a data provider, the request for the
9 data being redirected to the data provider before said storing the request-tracking
10 information in an event that the request for the data would be delayed;

11 providing the data to the requesting device, the data including
12 content-tracking information;

13 receiving the content-tracking information from the requesting device when
14 the data is rendered at the requesting device; and

15 storing the content-tracking information to associate the content-tracking
16 information with the requesting device.

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18 **68. (previously presented)** One or more computer-readable media as
19 recited in claim 67, the method further comprising associating the content-tracking
20 information with a user of the requesting device.

1 **69. (previously presented)** One or more computer-readable media as
2 recited in claim 67, wherein the content-tracking information is included as part of
3 a uniform resource locator that identifies the data provider said providing the data
4 to the requesting device.

5
6 **70. (previously presented)** One or more computer-readable media as
7 recited in claim 67, wherein said storing comprises storing a data provider
8 identifier that identifies the data provider said providing the data, a requesting
9 device identifier that identifies the requesting device, and a data identifier that
10 identifies the data.

11
12 **71. (previously presented)** One or more computer-readable media as
13 recited in claim 67, the method further comprising:

14 receiving a request for additional data from the requesting device, the
15 request including additional request-tracking information;
16 storing the additional request-tracking information;
17 associating the additional request-tracking information with the requesting
18 device.

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20 **72. (canceled)**

1 **73. (previously presented)** One or more computer-readable media as
2 recited in claim 67, the method further comprising associating the request-tracking
3 information with a user of the requesting device.

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5 **74. (previously presented)** One or more computer-readable media as
6 recited in claim 67, wherein the request-tracking information is included as part of
7 a uniform resource locator that identifies the data provider, the requesting device,
8 and the data.

9
10 **75. (previously presented)** A method as recited in claim 67, wherein
11 said storing comprises storing a data provider identifier that identifies the data
12 provider, a requesting device identifier that identifies the requesting device, and a
13 data identifier that identifies the data.

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15 **76. (previously presented)** One or more computer-readable media as
16 recited in claim 67, the method further comprising determining from the
17 request-tracking information, a selectable connection identifier for a selectable
18 connection, a rendered content identifier for rendered content, and a location
19 identifier for a location, wherein the request for the data is generated from the
20 selectable connection at the identified location within the rendered content at the
21 requesting device.

1 **77. (previously presented)** One or more computer-readable media as
2 recited in claim 67, the method further comprising determining from the
3 request-tracking information, a data link identifier for a data link, a Web page
4 identifier for a Web page, and a location identifier for a location, wherein the
5 request for the data is generated from the data link at the identified location within
6 the Web page at the requesting device.

7 **78. (previously presented)** One or more computer-readable media as
8 recited in claim 67, the method further comprising determining from the
9 request-tracking information, a selectable connection identifier for a selectable
10 connection, an application component identifier for an application component, and
11 a location identifier for a location wherein the request for the data is generated
12 from the selectable connection at the identified location within a user interface for
13 the application component at the requesting device.
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15 **79-81. (canceled)**
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